



THE CITY OF SAN DIEGO

Linda Vista Redevelopment Project Area FACT SHEET

The City of San Diego's 12-acre Linda Vista Redevelopment Project Area was adopted in 1972 to facilitate the redevelopment of the Linda Vista Shopping Center, San Diego's oldest shopping complex. The project area includes the City Redevelopment Agency-owned Skateworld roller skating rink and the Linda Vista Branch Library, winner of many architectural design awards, as well as Morley Park, a small linear public park that runs parallel to Linda Vista Road.

The project area is located in the heart of the Linda Vista community bounded by Ulric St. to the north and east, Comstock St. on the south, and Morely St. and Linda Vista Rd. to the west. The area is easily accessible by state Route 163 and is intersected by several transit routes. The residential neighborhoods surrounding the project area make commercial development a highly viable option.

With shopping center redevelopment completed in 1988, continued redevelopment efforts have included the new construction, revitalization and upgrading of commercial and public properties in and around the project area. These efforts will be ongoing through June of 2012.

Linda Vista development objectives:

- Facade and public improvements
- Development of a Linda Vista Community Center
- Complete exterior and interior improvements to the Skateworld facility
- Create and develop local job opportunities

The Linda Vista Redevelopment Project Area benefits from a number of City redevelopment incentives, including:

- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Housing programs
- Façade rebates

The San Diego Redevelopment Agency has worked in collaboration with the Linda Vista Community Planning Group and other established community organizations to establish a successful track record of guiding projects through review and approval.

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Linda Vista Project Area Community Survey:

In order to better understand the community's interests in the use of the Agency-owned properties, which include the Skateworld property and a former gas station site, the Redevelopment Agency retained Katz & Associates in 2004 to survey the community for their input. The survey was completed in July of 2004. Input from community members will provided guidance in determining the disposition of the remaining properties.

<u>Advisory Committee:</u>	<u>Project Contacts:</u>
Linda Vista Community Planning Group Meetings: The Linda Vista Community Planning Group meets the second Monday of every month at 6 p.m. at the Metro Career Center Office Building Conference Room , 3910 University Avenue.	Linda Vista Redevelopment Project Area Maureen Ostreye Acting Redevelopment Deputy Director Tel: (619) 533-5430 E-mail: MOstreye@sandiego.gov Libby Day Project Manager Tel: (619) 533-5372 E-mail: LDay@sandiego.gov
<u>Resources/Documents:</u> <ul style="list-style-type: none">• City Heights Redevelopment Project Five-Year Implementation Plan• Mid-City Communities Plan• City Heights Revitalization Action Plan• Central Urbanized Planned District Ordinance	

For more information about the Linda Vista Redevelopment Project Area, please visit the project area Web site at **www.sandiego.gov/redevelopment-agency/lindavis.shtml**.

For more information about the City of San Diego Redevelopment Agency, please contact the **City Planning and Community Investment Department** at **(619) 533-4233**. Extensive information on redevelopment activities in the City of San Diego is also available on the City's Web site at **www.sandiego.gov/redevelopment-agency**.

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The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (which provides overall agency management and is housed in the City of San Diego's City Planning and Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.

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